

	2 WKS. END	12-MO END	26-MO END	9-FEB END	23-FEB END
SYRACUSE DORAL	8,920	4,590	6,210	5,990	4,970
MONARCH	4,445	1,655	1,665	2,690	1,220
ALBANY DORAL	4,885	2,225	5,085	6,400	1,190
MONARCH	7,370	1,815	4,630	4,435	1,355
BUFFALO DORAL	5,880	3,865	5,770	5,855	3,835
MONARCH	15,235	4,115	7,235	6,500	3,585
SPRINGFIELD DORAL	2,200	195	2,115	1,945	970
MONARCH	3,250	910	4,375	3,170	1,660
NASHUA DORAL	1,935	455	2,180	2,490	2,355
MONARCH	3,145	695	1,435	2,370	2,805
DORAL	23,820	11,330	21,360	22,680	13,260
REGION MONARCH	33,445	9,190	19,340	19,065	10,625

PROMOTED VOLUME LEVEL MEASUREMENTS

RETAIL P.V. VOL. MEASUREMENTS - CARTONS PROMOTED

cc: FVN
RCF
SRM

		# Ctns	# Ctns	# Ctns	# Ctns	# Ctns	# Ctns	
REGION 1600		2 Weeks Ending 2/9	2 Weeks Ending 2/23	2 Weeks Ending 3/8	2 Weeks Ending 3/22	2 Weeks Ending 4/5	2 Weeks Ending 4/19	TREND + or -
1622	Full Price	28,495						
	Savings	67,676						
1623	Full Price	52,972						
	Savings	27,096						
1626	Full Price	30,453						
	Savings	113,038						
1636	Full Price	12,298						
	Savings	9,548						
1638	Full Price	27,997						
	Savings	14,269						
16xx	Full Price	152,215						
	Savings	231,627						

51844 9639

RETAIL P.V. VOL. MEASUREMENTS - CARTONS PROMOTED

Ctns # Ctns # Ctns # Ctns # Ctns # Ctns

SYRACUSE		2 Weeks Ending 2/9	2 Weeks Ending 2/23	2 Weeks Ending 3/8	2 Weeks Ending 3/22	2 Weeks Ending 4/5	2 Weeks Ending 4/19	TREND + or -
162201	Full Price	1,049						
	Savings	6,766						
162202	Full Price	1,530						
	Savings	24,717						
162203	Full Price	1,668						
	Savings	2,447						
162204	Full Price	4,567						
	Savings	7,198						
162205	Full Price	9,445						
	Savings	13,695						
162206	Full Price	1,954						
	Savings	3,884						
162207	Full Price	2,479						
	Savings	3,323						
162208	Full Price	2,832						
	Savings	2,662						
162209	Full Price	2,808						
	Savings	2,728						
162221	Full Price	8						
	Savings	98						
162222	Full Price	0						
	Savings	18						
162225	Full Price	40						
	Savings	0						
162226	Full Price	43						
	Savings	0						
162228	Full Price	35						
	Savings	10						
162229	Full Price	4						
	Savings	0						
162230	Full Price	23						
	Savings	8						
162281	Full Price	12						
	Savings	58						
1622	Full Price	28,495						
	Savings	67,676						

51844 9640

RETAIL P.V. VOL. MEASUREMENTS - CARTONS PROMOTED

		# Ctns	# Ctns	# Ctns	# Ctns	# Ctns	# Ctns	
ALBANY		2 Weeks Ending 2/9	2 Weeks Ending 2/23	2 Weeks Ending 3/8	2 Weeks Ending 3/22	2 Weeks Ending 4/5	2 Weeks Ending 4/19	TREND + or -
162301	Full Price	2,317						
	Savings	1,206						
162302	Full Price	2,411						
	Savings	3,262						
162303	Full Price	6,112						
	Savings	2,253						
162304	Full Price	2,882						
	Savings	8,601						
162305	Full Price	4,044						
	Savings	5,790						
162306	Full Price	2,698						
	Savings	1,916						
162307	Full Price	708						
	Savings	641						
162308	Full Price	4,419						
	Savings	1,296						
162309	Full Price	1,342						
	Savings	2,071						
162322	Full Price	8						
	Savings	0						
162325	Full Price	32						
	Savings	17						
162327	Full Price	0						
	Savings	22						
1623	Full Price	52,972						
	Savings	27,096						

51844 9641

RETAIL P.V. VOL. MEASUREMENTS - CARTONS PROMOTED

		# Ctns	# Ctns	# Ctns	# Ctns	# Ctns	# Ctns	
BUFFALO		2 Weeks Ending 2/9	2 Weeks Ending 2/23	2 Weeks Ending 3/8	2 Weeks Ending 3/22	2 Weeks Ending 4/5	2 Weeks Ending 4/19	TREND + or -
162601	Full Price	2,811						
	Savings	5,790						
162602	Full Price	6,048						
	Savings	19,828						
162603	Full Price	1,986						
	Savings	40,517						
162604	Full Price	6,468						
	Savings	21,054						
162605	Full Price	1,992						
	Savings	3,194						
162606	Full Price	824						
	Savings	5,634						
162607	Full Price	2,325						
	Savings	2,806						
162608	Full Price	4,739						
	Savings	10,511						
162609	Full Price	3,089						
	Savings	3,867						
162623	Full Price	2						
	Savings	0						
162628	Full Price	0						
	Savings	12						
162629	Full Price	91						
	Savings	33						
162682	Full Price	43						
	Savings	67						
1626	Full Price	30,453						
	Savings	113,038						

51844 9642

RETAIL P.V. VOL. MEASUREMENTS - CARTONS PROMOTED

SPRINGFIELD							
2 Weeks Ending 2/9	2 Weeks Ending 2/23	2 Weeks Ending 3/6	2 Weeks Ending 3/22	2 Weeks Ending 4/5	2 Weeks Ending 4/19	TREND + or -	
575	241	2,368	2,097	1,009	687	163601	Full Price
						163602	Full Price
						163603	Full Price
						163604	Full Price
						163605	Full Price
						163606	Full Price
						163607	Full Price
						163608	Full Price
						163609	Full Price
						163621	Full Price
						163625	Full Price
						163626	Full Price
						163628	Full Price
						163629	Full Price
						1636	Full Price
							Savings
9,548	12,298	9,548					

NASHUA		2 Weeks Ending 2/9	2 Weeks Ending 2/23	2 Weeks Ending 3/8	2 Weeks Ending 3/22	2 Weeks Ending 4/5	2 Weeks Ending 4/19	TREND + or -
163801	Full Price	3,860						
	Savings	1,848						
163802	Full Price	4,189						
	Savings	1,357						
163803	Full Price	3,164						
	Savings	2,204						
163804	Full Price	2,242						
	Savings	1,928						
163805	Full Price	8,018						
	Savings	4,316						
163806	Full Price	1,800						
	Savings	1,117						
163807	Full Price	2,005						
	Savings	1,032						
163808	Full Price	1,685						
	Savings	434						
163822	Full Price	57						
	Savings	0						
163823	Full Price	1,004						
	Savings	0						
163827	Full Price	12						
	Savings	0						
1638	Full Price	27,997						
	Savings	14,269						

RETAIL P.V. VOL. MEASUREMENTS - CARTONS PROMOTED